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Commissioner of Patents and Trademarks

October 7, 2003

AMENDMENTS TO THE SPECIFICATION:

Please replace the paragraph that begins on page 21, line 25, and ends on page 22, line 8 with the following amended paragraph:

Every DBS subscriber can be monitored, and the DBS service provider has the option to select or limit which subscribers are monitored. Specifically, as shown in FIG. 5 this invention will permit monitoring and reporting of what every DBS subscriber does with his receiver, including:- usage status (i.e. receiver turned on or off); the specific channel being watched, which combined with a database 38 (FIG. 3) of schedule information will permit program popularity statistics; monitoring of response to specific commercials, and hence monitoring their effectiveness; monitoring when subscribers switch channels, which can be coordinated with timing of specific commercials or other events.

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